

AGENDA BILL

Beaverton City Council
Beaverton, Oregon

SUBJECT: Contract Award - Authorization to Award
Contract for Civic Plan Lead Planning
Consultant to Fregonese Associates

FOR AGENDA OF: 6-28-10 **BILL NO:** 10139

Mayor's Approval: Danny Dayle

DEPARTMENT OF ORIGIN: CDD WJ

DATE SUBMITTED: 6-22-10

CLEARANCES: Asst to Mayor ONE
Finance PHO
Purchasing AK Muralt
City Attorney AD
Planning SK

PROCEEDING: Consent Agenda
(Contract Review Board)

EXHIBITS: 1. Proposal Summary
2. Evaluation Matrix and Scoring

BUDGET IMPACT

EXPENDITURE	AMOUNT	APPROPRIATION
REQUIRED \$438,749	BUDGETED \$456,000*	REQUIRED \$0

*Account Number: 001-70-0676-511 - General Fund, Community Development Department, Planning Division, Professional Services Account. The amount budgeted represents the amount of appropriation that was established for FY 10-11.

RECOMMENDED ACTION:

Council, acting as Contract Review Board, authorize the award of a professional services contract in a form approved by the City Attorney to Fregonese Associates to be the lead planning consultant for the Beaverton Civic Plan in an amount not to exceed \$438,749.

HISTORICAL PERSPECTIVE:

In winter 2009, the City Council endorsed the Community Development Department's recommendation that the City prepare a strategic Civic Plan. The Civic Plan will be the key strategic document to guide land use policy decisions for the City for the next 20 years. On account of the overarching importance of the Civic Plan to future planning efforts, the City determined that it was in the community's best interest for the City to seek an experienced and dynamic leader to assist the City in preparing the Civic Plan.

Earlier this year, staff began developing a request for proposals (RFP) seeking a lead consultant with international land use planning experience and acclaim who would be able to bring a cachet previously unseen in Beaverton and that would excite the community to the possibilities of what the City may become in the future. The experience desired is a firm that has a proven record of planning concepts that have been successfully implemented in communities that are close-in suburbs of a central city with transportation and environmental constraints and are largely built out with redevelopment accounting for the majority of future growth opportunities.

INFORMATION FOR CONSIDERATION:

The Strategic Civic Plan RFP was advertised in the Daily Journal of Commerce on April 5, 9 and 14, 2010. One hundred forty-six firms or individuals viewed and/or downloaded the RFP from the City's website. Ultimately, the City received five (5) proposals, which staff opened on May 14, 2010 at 2:00 PM. Staff evaluated and conducted a weighted scoring of all the proposals based on criteria that included experience and qualifications, ability to meet project timeline, project approach, and contract

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price. From these results, the top three proposals were selected as the top tier responses and the firms submitting the proposals were invited to discuss their proposals. These three top-tier firms were: Fregonese Associates of Portland, Oregon; Duany Plater-Zyberk & Co., LLC of Miami, Florida; and Torti Gallas and Partners, Inc. of Los Angeles, California.

Staff met with the top three proposers on June 4, 7, and 9, 2010. The discussions provided an opportunity for clarification and elaboration of each proposal. After the discussions, staff requested a best and final offer from each firm. All three firms submitted best and final offers. Staff then evaluated the offers using the same criteria as the first evaluation. From this process, staff identified Fregonese Associates as the top proposer to lead the City of Beaverton in the Civic Plan planning effort. The firm received an average score of 78 of the maximum 84 points available. The complete evaluation results are shown in Exhibit 2.

Fregonese Associates best meets the description of the desired lead planning consultant. The firm has extensive experience in first tier communities like Beaverton and has a track record of leading successful planning projects. The firm also has a proven record of successfully providing the services described in the RFP's scope of work, including:

- Creating meaningful opportunities for public participation in preparing a Civic Plan;
- Transforming the conceptual goals of the visioning process into realistic, achievable targets;
- Generating new ideas and discussions about the built environment, sustainability, sense of place, and the City's overall identity;
- Spurring significant private investment in the underdeveloped / underutilized areas of the City;
- Fostering a sense of cohesion among elected officials, citizens, regional partners, and City staff as to the City's strategic direction; and
- Preparing a plan grounded in economic feasibility that is capable of being successfully implemented.

Fregonese Associates will bring all of the Civic Plan components together in a cohesive and mutually supporting strategic planning document. The City has completed many different planning studies over the past several years and currently completing a housing strategy and an analysis of demographic and economic trends and projections. The team will not recreate these studies but include, where appropriate, the best parts of these prior studies and build on the data gathered by these prior studies.

To assist Fregonese Associates in preparing the Civic Plan, the firm has assembled a quality team of experienced, well-qualified subcontractors. The team members (and area of expertise) include: Zimmer Gunsul Frasca (urban design and sustainable development); ECONorthwest (economic development, housing, and governance); Kittelson Associates & Nelson/Nygaard (transportation modeling and planning); The Metropolitan Group, DHM, and FW Focus (Public engagement and communications); Bosch Slabbers and Winzler & Kelly (environmental systems and sustainability); William Fulton (governance, planning, and public services).

The total amount of the contract is \$438,749. Fiscal Year 2010-11 budget has allocated \$456,000 for the Civic Plan planning effort. No additional allocation is necessary to fulfill the agreed-upon scope of work.

**CITY OF BEAVERTON
PROPOSALS RECEIVED**

Project: RFP - STRATEGIC CIVIC PLAN # 2392-10B

Closing Date: MAY 14, 2010 @ 2:00 PM

Proposals Submitted:

- 1. Fregonese Associates, Portland, OR**
- 2. Woods Bagot, San Francisco, CA**
- 3. Duany Plater-Zyberk & Company, LLC, Miami, FL**
- 4. The HOK Planning Group, Chicago, IL**
- 5. Torti Gallas and Partners, Los Angeles, CA**

Evaluation Matrix/Scoring Sheet

<u>Ranking Instructions:</u>	<u>Points</u>	<u>Evaluation Factor:</u>	<u>Weight</u>
Quality of Response		1. Signature Page	1
Excellent Response	4	2. Transmittal Letter	1
Good Response	3	3. Knowledge & Experience	5
Average Response	2	4. Project Approach & Understanding	5
Poor Response	1	5. Relevant Experience & References	4
No Response	0	6. Contract Price	2
		7. Timely Completion of Deliverables	3

Fregonese Rank: #1

Evaluation Factor	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Average
Signature Page	4	4	4	4	4	
Transmittal Letter	4	4	4	4	4	
Knowledge & Experience	20	18	20	17.5	15	
Project Approach & Understanding	20	18	20	17.5	20	
Relevant Experience & References	16	14	16	16	16	
Contract Price	8	8	8	6	8	
Timely Completion of Deliverables	12	12	12	9	9	
Total Points	84	78	84	74	76	78

DPZ Rank: #2

Evaluation Factor	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4	Average
Signature Page	4	4	4	4	4	
Transmittal Letter	4	4	4	4	4	
Knowledge & Experience	20	18	20	17.5	15	
Project Approach & Understanding	20	12	17.5	15	15	
Relevant Experience & References	16	12	12	10	16	
Contract Price	8	6	6	4	6	
Timely Completion of Deliverables	12	10	12	9	9	
Total Points	84	66	75.5	63.5	69	68.5